

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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R 211500Z MAY 74

FM AMCONSUL GUAYAQUIL

TO USDOC WASHDC

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3229

LIMITED OFFICIAL USE GUAYAQUIL 517

E.O. 11652: N/A

TAGS: ETRD, BEXP, EC

SUBJ: GROUP TRAVEL: WASHINGTON STATE: A FAILURE

REF: USDOC 5833

1. THE SO-CALLED TRADE DELEGATION FROM WASHINGTON STATE WAS IN GUAYAQUIL MAY 15-17. OF THE NINE-MEMBER DELEGATION ANNOUNCED IN REFTEL, ONLY TWO SHOWED UP IN GUAYAQUIL. JOHN BAUCHENS OF THE WASHINGTON STATE TRADE DEVELOPMENT DIVISION, AND VERNON H. GALBRAITH OF ROTHENBUHLER ENGINEERING. THE REST OF THE GROUP SKIPPED THE GUAYAQUIL PORTION OF THEIR SCHEDULE BECAUSE "THEY DID NOT BELIEVE THAT ECUADOR WAS IMPORTANT ENOUGH TO BOTHER WITH".

2. THE POST COMMERCIAL OFFICER HAD NOTIFIED THE CHAMBER OF COMMERCE AND THE CHAMBER OF INDUSTRIES OF THE PROPOSED VISIT. THE TWO CHAMBERS, ENCOURAGED BY LOCAL CONTACT OF STATE DELEGATION, ARRANGED FOR CONSIDERABLE PRESS PUBLICITY AND SCHEDULED TWO MEETINGS FOR LOCAL BUSINESSMEN TO MEET WITH THE WASHINGTON GROUP. EACH WAS ATTENDED BY 25-30 MEN WHO CAME WITH SPECIFIC QUESTIONS BUT THERE WERE FEW SPECIFIC ANSWERS. MR. BAUCHENS DID NOT EVEN HAVE A COMPLETE SET OF BROCHURES FOR THE PRODUCT LINES REPRESENTED. SUCH A POOR PERFORMANCE CAN ONLY HAVE A NEGATIVE EFFECT ON THE POST'S COMMERCIAL PROGRAM, INCLUDING SUCH EVENTS AS A FISH CATALOG SHOW TO BE HELD MAY 29-31 AND THE GEORGIA IOGA TRADE MISSION SCHEDULED FOR EARLY OCTOBER.

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3. I AM WELL AWARE OF THE FACT THAT THE WASHINGTON STATE GROUP

WAS NOT AN IOGA TRADE MISSION AND THAT USDOC MADE NO COMMITMENTS FOR ASSISTANCE BY GUAYAQUIL. NEVERTHELESS, IT IS IMPOSSIBLE FOR THIS POST TO DISASSOCIATE ITSELF FROM THESE KINDS OF VISITS. IN FACT, WE WELCOME THEIR PRESENCE IF THEY ARE SERIOUS GROUPS BECAUSE THEY CAN BE USEFUL ASSETS FOR OUR COMMERCIAL PROGRAM.

4. I URGE THAT USDOC EITHER DO MORE TO ASSIST THIS KIND OF TRADE DELEGATION OR DO ABSOLUTELY NOTHING AT ALL AND INSIST THAT THE DELEGATION LEADER COMMUNICATE DIRECTLY WITH THOSE POSTS THAT HIS GROUP WISHES TO VISIT. AS AN ABSOLUTE MINIMUM SUCH GROUPS SHOULD RECEIVE ACCURATE AND UP TO DATE INFORMATION CONCERNING THE TRADE POTENTIAL OF COUNTRIES ON THEIR ITINERARY AND ALL COMPANIES MAKING UP THE DELEGATION SHOULD AIR-POUCH TO POSTS TO BE VISITED BROCHURES OF THEIR PRODUCT LINES WELL IN ADVANCE OF THEIR ARRIVAL.
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